To: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., McHugh, Michael, Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Young, Mark, Klein, John F., Alese, Louann F.
From: Orourke, Rory
Posted: 12/4/97 14:32
Opened: 12/4/97 16:37
Subject: Salem CTS Strategy

Attached is a copy of the Salem CTS Strategy letter that will be sent to all reps next week. This is a variation of the original letter we all received last week. The only change is that our discount will raise to $3.00, not $4.00 over the normal $1.50. And of course, to qualify for that raise, we must have a supplemental carton display.

Rory

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Source: https://www.industrydocuments.ucsf.edu/docs/mlyn0000